



MEMORANDUM OF UNDERSTANDING ASSOCIATED WITH AN AGREEMENT TO PROMOTE THE PARTNER UNIVERSITY

**Between
STARMUS
and
Masaryk University, Faculty of Science**

This Memorandum (hereinafter referred to as “Memorandum”) has been signed between the Masaryk University, Faculty of Science (hereinafter referred to as the “Partner University”) represented by prof. Mgr. Tomáš Kašparovský, Ph.D. and STARMUS UNIVERSE 2007 S.L., CIF B20942017, with registered office at Risco del Perro 1 La Matanza de Acentejo (hereinafter referred to as the “Starmus”) represented by its Founding Director [REDACTED] (hereinafter referred to as the “Parties”) on DATE, PLACE,

WHEREAS:

- (1) Starmus is organizing science and art festival “Starmus VII, The Future of Our Planet,” bringing to Slovakia leading world scientists, legendary astronauts, iconic musicians, artists and business leaders, who will share their passion for scientific knowledge with the university students and academic bodies.
- (2) Partner University is widely recognized for its prominent activity in the regional educational and scientific environment, and it continues to expand its work internationally.
- (3) Both Starmus and Partner University share a common goal of promoting science and education, inspiring young generation of citizens creating sustainable planet ecosystem via “The Future of Our Planet” Starmus 2024 program, 12-17 May 2024.



THE PARTIES HAVE AGREED ON THE FOLLOWING:

1. SUBJECT

The subject of this Memorandum is the cooperation between “STARMUS VII” (hereinafter the “Project”) and the Partner University (hereinafter the “Partner University”) in Slovakia in May 2024, which includes the promotion of the partner university

2. JOINT RESPONSIBILITIES OF THE PARTIES

- (1) Partner University shall be the partner of the “Starmus” and shall support the activities of “STARMUS VII” and its mission by **dissemination among its students, employees and partners via its internal and external channels.**
- (2) Starmus, as the organizer of the Project, undertakes to promote the partner university as a partner of the Project. The promotion of the partner university will be carried out mainly by:
 1. Use of the Partner University logo on the Starmus website, in marketing materials **and in print** at events.
 2. Social media channels: Starmus will feature the partner university as a Project partner in its social media activities promoting the Project and will develop a communication plan for **the relevant social media channels** together with the partner university
 3. Media: Starmus undertakes to share the agreed communication plan with key target media channels (with priority for Slovak media) in order to disseminate mutually agreed assets at mutually agreed times, such as, but not limited to, **press releases, press information, information documents.**
 4. Starmus undertakes to **promote the Partner University at the Starmus City Camp through a booth that is highly attractive for general public** (especially students) and represents the institution's research.
 5. The “Starmus” shall **provide speakers** (at least one of them a Nobel Laureate, or an astronaut) to **Partner University.**



6. STARMUS will offer the Partner University **the opportunity to provide volunteers from the Partner University's student** body for the duration of the festival.
- (3) The Partner University undertakes to pay Starmus the sum of2900.....€ for the promotional activities according to the previous paragraph. The Partner University undertakes to pay the amount according to the previous sentence on the basis of an invoice issued by Starmus with a due date of at least 14 days. Starmus is entitled to issue this invoice at the earliest after the project has been implemented, i.e. after 17.5.2024.
- (4) The Partner University undertakes to cooperate with Starmus to promote the Partner University. For this purpose, Starmus will allow access to the Project to 50 persons who are involved in the promotion of the Partner University within the framework of the Project. In addition, the Partner University will place the "Starmus" logo on the Partner University's website, in marketing materials and in the press at events related to the promotion of the Partner University within the Project and will collaborate with the Partner University to develop a communication plan for relevant social media channels.
- (5) The Partner University agrees to use its dedicated communications tools, such as, but not limited to: 2023/2024 Study Program, emails, newsletters, internal social media platforms; to communicate news about the partnerships, and operations updates about activities agreed with their student body.
- (6) The parties agree to non-exclusive right to record, copy, reproduce, broadcast, transmit, incorporate, dub, store and publish audiovisual content across both parties' communications channels.
- (7) Partner University shall disseminate information about the "Starmus" among **local and international partners and communities**.
- (8) The "Starmus" shall provide 4 VIP tickets for Partner University representatives.
- (9) The parties agree that any public announcement or communication related to parties shall be coordinated with each other.

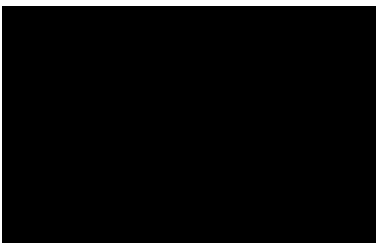


3. FINAL PROVISIONS

1. This Memorandum reflects the current mutual intentions of the Parties.
2. This Memorandum shall become effective upon its signature and shall be terminated by written consent of the Parties.
3. Either party may terminate this Memorandum any time by giving a one (1) month prior written notice to the other Party.
4. This Memorandum contains the entire arrangement between the parties and is in addition to and not in restriction of prior arrangements between the parties.
5. This Memorandum is made in 2 (two) original and identical copies, in English language. Each Party is provided with one original copy of this Memorandum.

The present Memorandum is thus signed in due respect to this commitment and with the firm intention to cooperate and collaborate during the STARMUS VII 2024 in Slovakia.

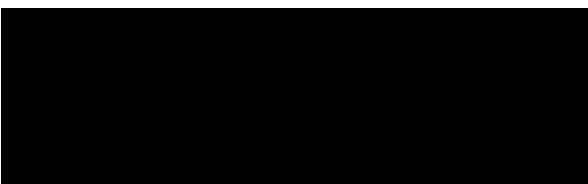
THE FOUNDING DIRECTOR OF STARMUS





Date:

Masaryk University, Faculty of Science



prof. Mgr. Tomáš Kašparovský, Ph.D.

